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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

9/B Lowman

17207-00004

PATENT

12/13/02
3-5-03

Applicant: Samra et al.

Serial No.: 09/474,974

Filed: December 29, 1999

For: METHODS AND SYSTEMS
FOR TARGETING MARKETS

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Art Unit: 3623
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Examiner: Beth Van Doren
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RECEIVED

DEC 06 2002

GROUP 3600

AMENDMENT AFTER FINAL

Box AF
Hon. Commissioner for Patents
Washington, D.C. 20231

In response to the Office Action dated September 4, 2002 and made final, Applicants respectfully request entry and consideration of the following amendment:

IN THE CLAIMS

Please cancel Claims 5 and 17.

1. (twice amended) A method for increasing the efficiency of marketing campaigns using a targeting engine for analyzing data input and generating data output, said method including the steps of:

using historical data to determine a target group based upon a plurality of models embedded within and executed by the targeting engine, the targeting engine is configured to determine a sequential order for combining the models to define the target group, and combine the models in the determined sequential order to define the target group and determine a risk factor for the target group; and

directing the marketing campaign towards the target group determined by the models.

*Will not be entered
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